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10/759,866	01/15/2004	Petar Obradovic	200310335-1	8424
22879	7590	04/07/2008	EXAMINER	
HEWLETT PACKARD COMPANY P O BOX 272400, 3404 E. HARMONY ROAD INTELLECTUAL PROPERTY ADMINISTRATION FORT COLLINS, CO 80527-2400			DICKERSON, CHAD S	
			ART UNIT	PAPER NUMBER
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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Office Action Summary	Application No.	Applicant(s)	
	10/759,866	OBRADOVIC ET AL.	
	Examiner	Art Unit	
	Chad Dickerson	2625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 1/3/2008.
 2a) This action is **FINAL**. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-20 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 1-20 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on 1/15/2004 is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. _____ .
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)	5) <input type="checkbox"/> Notice of Informal Patent Application
Paper No(s)/Mail Date _____.	6) <input type="checkbox"/> Other: _____ .

DETAILED ACTION

Response to Arguments

1. Applicant's arguments with respect to claims 1-20 have been considered but are moot in view of the new ground(s) of rejection. Since the applicant cancelled claims 1-20, the new grounds of rejection was necessitated. However, in regards to Applicant's remarks of the handbook not teaching a VDP workflow system separately receiving outputs from a "variable portion", a "rules portion" and a "design portion" and generating a print job from these outputs, the Examiner respectfully disagrees with this assertion.

In the system, the outputs described in the new claimed subject matter all originate from a source within the examples in the handbook. For example, on page 2 of the handbook illustrates a workflow system used to develop PPML instance documents for output. The user's workstation is used to create the page design template, which is a prototype document that enables varying content. As shown on pages 17 and 20, a template includes the layout of the overall PPML template instance document and also the VDP rules. Therefore, the user's computer or a standalone application can be deemed as supplying the rules and design portions of the invention to the producer for PPML template generation. Lastly, since the PPML producer, which could be a standalone application, on page 4 is used to generate PPML files that include data elements in the actual file to correlate content with a certain part of the layout data, then the standalone application can also be considered as a supplying the variable data portion. In view of the above statements, the rejection below will still apply the PODi PPML Templating 1.0 handbook in the rejection.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 21-38 are rejected under 35 U.S.C. 103(a) as being unpatentable over the PODi PPML Templating 1.0 handbook in view of Aizikowitz '702 (US Pub No 2002/0049702) and Kloosterman '727 (US Pub No 2003/0189727).

Re claim 21: The PODi PPML Templating 1.0 handbook discloses a method for performing variable data printing using a variable data print (VDP) campaign that provides outputs to a VDP workflow system, the VDP campaign comprising a variable data portion, a rules portion, and a design portion, the method comprising:

the VDP workflow system (i.e. in the system of the handbook, the creation of PPML is to use in a production shop in order to perform the work of the production shop, or to be used in the workflow system of the production shop. Since the production shop receives and processes PPML template documents that require document design, rules and variable data inputs, it is understood that the VDP workflow system of the production receives these inputs into the workflow system or outputs from their respective portions listed below; see pages 5 and 6) receiving from the variable data portion an output comprising a data element containing database records that are to be merged with a personalized print markup language template (PPMLT) to generate personalized instance documents (i.e.

in the page producer application (“Producer”) is used to generate a template of a document including a data element that contains variable data records for a print run stored in a database in the overall system. It is well known that the data element contains database records to be merged with the template to generate personalized Instance documents; see pages 7-10, 17-20 and 23);

the VDP workflow system receiving from the rules portion an output comprising data associated with logic for input into the PPMLT (i.e. in the document template, the “Producer” generates the rules for creating the instance documents and the rules are used in the template to guide where the inserts of variable text should be inputted and how to select the content elements; see pages 7-10, 17-20 and 23);

the VDP workflow system receiving from the design portion an output comprising a data structure element that describes the placement of data and placeholders for the database records in the PPMLT (i.e. in the system, it is understood that during job setup, the design of the basic document, which encompasses the layout of the document and the content within the layout, is performed. The content relates to the data elements in the template and the rules associated with the template that will vary the overall content of the document. The content of the document that will vary can be considered as placeholders; see pages 7-10, 17-20 and 23); and

the VDP workflow system generating a print job in personalized print markup language (PPML) from the received outputs (i.e. as shown on page 2, when the combination of the design or layout of the document, along with the rules associated with the content of the document is decided and generated, the end

result is the digital printing system printing a generated PPML print job created by the overall system; see page 2).

However, PODi PPML Templating 1.0 handbook fails to specifically teach static data.

However, this is well known in the art as evidenced by Aizikowitz '702. Aizikowitz '702 discloses static data (**i.e. in the system, the layout section defines the placeholders and the logic section contains the static data that appears in the layout object in the layout section; see paragraphs [0056 and [0057]).**

Therefore, in view of Aizikowitz '702, it would have been obvious to one of ordinary skill at the time the invention was made to have static data defined in the design portion in order to have static data appear apart of the layout section (as stated in Aizikowitz '702 paragraph [0057]).

However, the combination of the PODi PPML Templating 1.0 handbook in view of Aizikowitz '702 fails to teach business logic.

However, this is well known in the art as evidenced by Kloosterman '727. Kloosterman '727 discloses business logic (**i.e. as shown in paragraphs [0031]-[0035] is an example of business logic being used to determine which type of advertisement will be printed out. This is an example of the rules that are related to business logic that affect the variable data that is used in the instance document; see paragraphs [0031]-[0035]).**

Therefore, in view of Kloosterman '727, it would have been obvious to one of ordinary skill at the time the invention was made to have business logic incorporated in

the combination of the system of the PODi PPML Templating 1.0 handbook, as modified by the specified features of Aizikowitz '702, in order to have rules associated with the variable parts to create an instance document (as stated in Kloosterman '727 paragraph [0031]).

Re claim 22: The teachings of PODi PPML Templating 1.0 handbook, modified by Aizikowitz '702, and further in view of Kloosterman '727 are disclosed above.

The PODi PPML Templating 1.0 handbook discloses the method of claim 21, further comprising the VDP workflow system receiving from the variable data portion a data structure element that describes the format of the database records (**i.e. in the system, the DATA_STRUCTURE element inside the DATA element is used to describe the structure of the data. The structure of the data describes the format of the DATA element, which is the format of the contents inside the DATA element; see pages 23-27).**

Re claim 23: The teachings of PODi PPML Templating 1.0 handbook, modified by Aizikowitz '702, and further in view of Kloosterman '727 are disclosed above.

The PODi PPML Templating 1.0 handbook discloses the method of claim 21, further comprising the VDP workflow system receiving from the rules portion a PPMLT data mapper element that contains a script designed to reformat the data associated with logic (**i.e. in the system, when the rules that are encoded in the document related to the variable data to be included in the layout of the template, the**

DATA_MAPPER is included in the XML script describing the rules and the document in order to contain a part of a script designed to reformat the input data to the form expected by the PPML template; see page 28).

However, the combination of the PODi PPML Templating 1.0 handbook in view of Aizikowitz '702 fails to teach business logic.

However, this is well known in the art as evidenced by Kloosterman '727. Kloosterman '727 discloses business logic (i.e. as shown in paragraphs [0031]-[0035] is an example of business logic being used to determine which type of advertisement will be printed out. This is an example of the rules that are related to business logic that affect the variable data that is used in the instance document; see paragraphs [0031]-[0035]).

Therefore, in view of Kloosterman '727, it would have been obvious to one of ordinary skill at the time the invention was made to have business logic incorporated in the combination of the system of the PODi PPML Templating 1.0 handbook, as modified by the specified features of Aizikowitz '702, in order to have rules associated with the variable parts to create an instance document (as stated in Kloosterman '727 paragraph [0031]).

Re claim 24: The teachings of PODi PPML Templating 1.0 handbook, modified by Aizikowitz '702, and further in view of Kloosterman '727 are disclosed above. The PODi PPML Templating 1.0 handbook discloses the method of claim 23, further comprising the VDP workflow system receiving from the rules portion a data structure

element that describes the format of the reformatted data (*i.e. in the rules portion of the document that describes the conditions for the variable data, the rules portion may contain a DATA_STRUCTURE element that identifies the content that is expected or allowed by the PPML template script. This information includes a script that was once reformatted from an original form into the expected form described by the DATA_STRUCTURE element; see page 27*).

Re claim 25: The teachings of PODi PPML Templating 1.0 handbook, modified by Aizikowitz '702, and further in view of Kloosterman '727 are disclosed above. The PODi PPML Templating 1.0 handbook discloses the method of claim 21, further comprising the VDP workflow system receiving from the design portion a PPMLT template that identifies a prototype PPML document that is to be used by the VDP workflow system to generate PPML instance documents (*i.e. when the standalone application or the user creates a layout for the PPML document that consists of a script describing the TEMPLATE element, the TEMPLATE element provides the system with an identification of the prototype PPML document which will be used to generate PPML Instance documents; see page 20*).

Re claim 26: The teachings of PODi PPML Templating 1.0 handbook, modified by Aizikowitz '702, and further in view of Kloosterman '727 are disclosed above. The method of claim 21, wherein the VDP workflow system receiving the outputs from each of the variable data portion, the rules portion, and the design portion comprises the

VDP workflow system receiving the outputs via a communication network (**i.e. in the system, the XML scripts representing the variable data portion, the rules portion and the design portion can either have their information embedded in the code or from an external location using a URI as stated on page 18. If the system uses a URI (uniform resource identifier) then the system has to use a network of some kind to communicate external information to the system performing the processing of the different portions of the PPML template; see page 18**).

Re claim 27: The teachings of PODi PPML Templating 1.0 handbook, modified by Aizikowitz '702, and further in view of Kloosterman '727 are disclosed above. The PODi PPML Templating 1.0 handbook discloses the method of claim 21, further comprising each portion of the VDP campaign generating its associated output independently of the other portions (**i.e. on page 17, it is disclosed that the template and the data may be created and delivered at any time, independent of each other; see page 17**).

Re claim 28: The teachings of PODi PPML Templating 1.0 handbook, modified by Aizikowitz '702, and further in view of Kloosterman '727 are disclosed above. The PODi PPML Templating 1.0 handbook the method of claim 21, further comprising the VDP workflow system providing the print job to a digital printing device (**i.e. in the system, once a print run is created by merging the respective parts of an instance document, the result is a stream of PPML documents considered as print jobs**

ready to be sent to the digital print system; see page 2).

Re claim 29: The teachings of PODi PPML Templating 1.0 handbook, modified by Aizikowitz '702, and further in view of Kloosterman '727 are disclosed above. The PODi PPML Templating 1.0 handbook discloses the method of claim 28, further comprising the digital printing device generating hardcopy PPML instance documents relative to the print job (**i.e. the digital print system processes the pages of the Instance documents and prints the documents; see page 2).**

Re claim 30: The PODi PPML Templating 1.0 handbook discloses a system for performing variable data printing, the system comprising:

a variable data portion configured to output a data element containing database records that are to be merged with a personalized print markup language template (PPMLT) to generate personalized instance documents (**i.e. in the page producer application (“Producer”) is used to generate a template of a document including a data element that contains variable data records for a print run stored in a database in the overall system. It is well known that the data element contains database records to be merged with the template to generate personalized Instance documents; see pages 7-10, 17-20 and 23);**

a rules portion configured to output data associated with logic for input into the PPMLT (**i.e. in the document template, the “Producer” generates the rules for creating the instance documents and the rules are used in the template to guide**

where the inserts of variable text should be inputted and how to select the content elements; see pages 7-10, 17-20 and 23);

a design portion configured to output a data structure element that describes the placement of data and placeholders for the database records in the PPMLT (i.e. in the system, it is understood that during job setup, the design of the basic document, which encompasses the layout of the document and the content within the layout, is performed. The content relates to the data elements in the template and the rules associated with the template that will vary the overall content of the document. The content of the document that will vary can be considered as placeholders; see pages 7-10, 17-20 and 23); and

a VDP workflow system (i.e. in the system of the handbook, the creation of PPML is to use in a production shop in order to perform the work of the production shop, or to be used in the workflow system of the production shop. Since the production shop receives and processes PPML template documents that require document design, rules and variable data inputs, it is understood that the VDP workflow system of the production receives these inputs into the workflow system or outputs from their respective portions listed below; see pages 5 and 6) configured to receive the outputs from the variable data portion, the rules portion, and the design portion (i.e. in the system, with the scripts representing each portion, once the producer processes the script, each portion can output information to create a PPML template and an eventual Instance document; see pages 7-10, 17-20 and 23) and

generate a print job in personalized print markup language (PPML) from the received outputs (**i.e. as shown on page 2, when the combination of the design or layout of the document, along with the rules associated with the content of the document is decided and generated, the end result is the digital printing system printing a generated PPML print job created by the overall system; see page 2**).

However, PODi PPML Templating 1.0 handbook fails to specifically teach static data.

However, this is well known in the art as evidenced by Aizikowitz '702. Aizikowitz '702 discloses static data (**i.e. in the system, the layout section defines the placeholders and the logic section contains the static data that appears in the layout object in the layout section; see paragraphs [0056 and [0057]**).

Therefore, in view of Aizikowitz '702, it would have been obvious to one of ordinary skill at the time the invention was made to have static data defined in the design portion in order to have static data appear apart of the layout section (as stated in Aizikowitz '702 paragraph [0057]).

However, the combination of the PODi PPML Templating 1.0 handbook in view of Aizikowitz '702 fails to teach business logic.

However, this is well known in the art as evidenced by Kloosterman '727. Kloosterman '727 discloses business logic (**i.e. as shown in paragraphs [0031]-[0035] is an example of business logic being used to determine which type of advertisement will be printed out. This is an example of the rules that are related**

to business logic that affect the variable data that is used in the instance document; see paragraphs [0031]-[0035]).

Therefore, in view of Kloosterman '727, it would have been obvious to one of ordinary skill at the time the invention was made to have business logic incorporated in the combination of the system of the PODi PPML Templating 1.0 handbook, as modified by the specified features of Aizikowitz '702, in order to have rules associated with the variable parts to create an instance document (as stated in Kloosterman '727 paragraph [0031]).

Re claim 31: The teachings of PODi PPML Templating 1.0 handbook, modified by Aizikowitz '702, and further in view of Kloosterman '727 are disclosed above. The PODi PPML Templating 1.0 handbook discloses the system of claim 30, wherein the variable data portion is further configured to output a data structure element that describes the format of the database records (**i.e. in the system, the DATA_STRUCTURE element inside the DATA element is used to describe the structure of the data. The structure of the data describes the format of the DATA element, which is the format of the contents inside the DATA element; see pages 23-27).**

Re claim 32: The teachings of PODi PPML Templating 1.0 handbook, modified by Aizikowitz '702, and further in view of Kloosterman '727 are disclosed above.

The system of claim 30, wherein the rules portion is further configured to output a PPMLT data mapper element that contains a script designed to reformat the data associated with logic (**i.e. in the system, when the rules that are encoded in the document related to the variable data to be included in the layout of the template, the DATA_MAPPER is included in the XML script describing the rules and the document in order to contain a part of a script designed to reformat the input data to the form expected by the PPML template; see page 28**).

However, the combination of the PODi PPML Templating 1.0 handbook in view of Aizikowitz '702 fails to teach business logic.

However, this is well known in the art as evidenced by Kloosterman '727. Kloosterman '727 discloses business logic (**i.e. as shown in paragraphs [0031]-[0035] is an example of business logic being used to determine which type of advertisement will be printed out. This is an example of the rules that are related to business logic that affect the variable data that is used in the instance document; see paragraphs [0031]-[0035]**).

Therefore, in view of Kloosterman '727, it would have been obvious to one of ordinary skill at the time the invention was made to have business logic incorporated in the combination of the system of the PODi PPML Templating 1.0 handbook, as modified by the specified features of Aizikowitz '702, in order to have rules associated with the variable parts to create an instance document (as stated in Kloosterman '727 paragraph [0031]).

Re claim 33: The teachings of PODi PPML Templating 1.0 handbook, modified by Aizikowitz '702, and further in view of Kloosterman '727 are disclosed above.

The system of claim 32, wherein the rules portion is further configured to output a data structure element that describes the format of the reformatted data (**i.e. in the rules portion of the document that describes the conditions for the variable data, the rules portion may contain a DATA_STRUCTURE element that identifies the content that is expected or allowed by the PPML template script. This information includes a script that was once reformatted from an original form into the expected form described by the DATA_STRUCTURE element; see page 27**).

Re claim 34: The teachings of PODi PPML Templating 1.0 handbook, modified by Aizikowitz '702, and further in view of Kloosterman '727 are disclosed above.

The system of claim 30, wherein the design portion is further configured to output a PPMLT template that identifies a prototype PPML document that is to be used by the VDP workflow system to generate PPML instance documents (**i.e. when the standalone application or the user creates a layout for the PPML document that consists of a script describing the TEMPLATE element, the TEMPLATE element provides the system with an identification of the prototype PPML document which will be used to generate PPML Instance documents; see page 20**).

Re claim 35: The teachings of PODi PPML Templating 1.0 handbook, modified by Aizikowitz '702, and further in view of Kloosterman '727 are disclosed above.

The system of claim 30, wherein the VDP workflow system is configured to receive the outputs from each of the variable data portion, the rules portion, and the design portion via a communication network (**i.e. in the system, the XML scripts representing the variable data portion, the rules portion and the design portion can either have their information embedded in the code or from an external location using a URI as stated on page 18. If the system uses a URI (uniform resource identifier) then the system has to use a network of some kind to communicate external information to the system performing the processing of the different portions of the PPML template; see page 18).**

Re claim 36: The teachings of PODi PPML Templating 1.0 handbook, modified by Aizikowitz '702, and further in view of Kloosterman '727 are disclosed above. The system of claim 30, wherein each portion is configured to generate its associated output independently of the other portions (**i.e. on page 17, it is disclosed that the template and the data may be created and delivered at any time, independent of each other; see page 17**).

Re claim 37: The teachings of PODi PPML Templating 1.0 handbook, modified by Aizikowitz '702, and further in view of Kloosterman '727 are disclosed above. The system of claim 30, wherein the VDP workflow system is further configured to provide the print job to a digital printing device (**i.e. in the system, once a print run is created by merging the respective parts of an instance document, the result is a**

stream of PPML documents considered as print jobs ready to be sent to the digital print system; see page 2).

Re claim 38: The teachings of PODi PPML Templating 1.0 handbook, modified by Aizikowitz '702, and further in view of Kloosterman '727 are disclosed above. The PODi PPML Templating 1.0 handbook discloses the system of claim 30, further comprising a digital printing device configured to generate hardcopy PPML instance documents relative to the print job (**i.e. the digital print system processes the pages of the Instance documents and prints the documents; see page 2).**

Conclusion

4. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of

the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to CHAD DICKERSON whose telephone number is (571)270-1351. The examiner can normally be reached on Mon. thru Thur. 9:00-6:30 Fri. 9:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Twyler Haskins can be reached on (571)-272-7406. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/C. D./
/Chad Dickerson/
Examiner, Art Unit 2625

/Gabriel I Garcia/
Acting SPE of Art Unit 2625